

COMM 1100 INTRODUCTION TO MEDIA STUDIES (3 credit hours)

Elmira College

SPRING 2025

Required Text:

Media and Society: Critical Perspectives by Graeme Burton. Rawat Publications, 2005.

There will be specific readings based on class activity.

Pre-requisites: None

Course Description

Introduction to Media Studies is designed to provide students with a comprehensive understanding of the role, function, and impact of media in contemporary society. The course explores various forms of media, including print, broadcast, digital, and social media, and analyzes their influence on culture, politics, economics, and everyday life. Through theoretical frameworks, case studies, and hands-on projects, students will develop critical thinking skills and media literacy essential for navigating the complex media landscape.

Course Objectives and Goals

- Recognize the importance of media theories and processes in the global world.
- Develop effective writing, critical thinking and analytical skills resulting from an awareness of the role mass media plays in society.
- Analyze media texts, platforms, and practices within social, cultural, and historical contexts.
- Evaluate the role of media in shaping identities, ideologies, and power dynamics.
- Engage in informed discussions about contemporary issues and debates in media studies.

Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

2 Writing Assignments	20%
2 Quizzes	20%
Final Project and Presentation	20%
Midterm Exam	15%
Final Exam	25%
Total	100%

Grades will be assigned as follows:

A 93% and above	B- 80 - 82%	D+ 67 - 69%
A- 90 - 92%	C+ 77 - 79%	D 63 - 66%
B+ 87 - 89%	C 73 - 76%	D- 60 - 62%

B 83 - 86% C- 70 - 72% F 59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

Student Responsibility:

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

<u>Topic</u>	<u>Materials</u>	<u>Tasks & Evaluations</u>
Introduction to Course and Mass Media	Chapter 1	
Media Technologies	Chapter 2	
Economics of the Media Industry Case Study Discussion	Chapter 3	Writing Assignment 1
Media and Culture: Marxisms, Hegemony, and Ideology	Chapter 4	
Media and Politics: Political Campaigns, Propaganda, and Democracy	Chapter 5	
Political Economy and Policy	Chapter 6	Quiz 1
Advertising: Emergence, Expansion And Transformation Case Study Discussion	Chapter 7	
Media Content	Chapter 8	
Production	Chapter 9	Midterm Exam
Audiences	Chapter 10	
Media Representation	Chapter 11	
Media Influence	Chapter 12	Writing Assignment 2
Media, Community and Difference Case Study Discussion	Chapter 13	
Media, Race and Ethnicity	Chapter 14	Quiz 2
Media, Gender and Sexuality Case Study Discussion	Chapter 15	
Surveillance	Chapter 16	
Music and Sound	Chapter 17	
Globalization & Economics	Chapter 18	Final Project and Presentation
Media Activism	Chapter 19	Final Exam